



**KTVI**  
**2250 Ball Drive**  
**St. Louis, MO 63146**  
**Main: (314)213-2222**  
**Billing:**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
515200-1	02/12/12	February 2012	01/30/12 - 02/06/12

Station	Account Executive	Sales Office	Sales Region
KTVI	Mickie Reeves	St. Louis - KTVI	Local

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov		

Billing Address:

Thompson Communications Inc  
 Attention: Accounts Payable  
 P O Box 5  
 Marshfield, MO 65706

Flight Dates	Order #	Alt Order #
01/31/12 - 02/06/12	515200	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**KTVI**  
**3592 Solutions Center**  
**Chicago, IL 60677-3005**

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	01/31/12	02/06/12	M-F 4a-5a	4a-5a	-1111--	:30	4	\$30.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 01/30/12 02/05/12 -1111-- 4 \$30.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 2 Tu 01/31/12 4:58 AM M-F 4a-5a 4a-5a :30 DSTV012701DMMH \$30.00 NM 2 2 W 02/01/12 4:55 AM M-F 4a-5a 4a-5a :30 DSTV012701DMMH \$30.00 NM 3 2 Th 02/02/12 4:39 AM M-F 4a-5a 4a-5a :30 DSTV012701DMMH \$30.00 NM 4 2 F 02/03/12 4:24 AM M-F 4a-5a 4a-5a :30 DSTV012701DMMH \$30.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/06/12 02/12/12 1----- 1 \$30.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 5 2 M 02/06/12 4:24 AM M-F 4a-5a 4a-5a :30 DSTV012701DMMH \$30.00 NM									
2	01/31/12	02/06/12	Fox 2 News Saturday AM 7a-9a		-----1-	:30	1	\$235.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 01/30/12 02/05/12 -----1- 1 \$235.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 2 Sa 02/04/12 7:55 AM Fox 2 News Saturday AM 7a-9a :30 DSTV012701DMMH \$235.00 NM									
3	01/31/12	02/06/12	Fox 2 News Saturday AM 7a-9a		-----1-	:30	1	\$235.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 01/30/12 02/05/12 -----1- 1 \$235.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 2 Sa 02/04/12 8:40 AM Fox 2 News Saturday AM 7a-9a :30 DSTV012701DMMH \$235.00 NM									
4	01/31/12	02/06/12	Fox 2 News Sunday Morn 8a-9a		-----1	:30	1	\$185.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 01/30/12 02/05/12 -----1 1 \$185.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 2 Su 02/05/12 8:21 AM Fox 2 News Sunday Morning 8a-9a :30 DSTV012701DMMH \$185.00 NM									



Send Payment To:

**KTVI**  
**3592 Solutions Center**  
**Chicago, IL 60677-3005**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
515200-1	02/12/12	February 2012	01/30/12 - 02/06/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov			

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	01/31/12	02/06/12	Fox 2 News Midday	11a-12p	-1111--	:30	4	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 01/30/12 02/05/12 -1111-- 4 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 2 Tu 01/31/12 11:45 AM Fox 2 News Midday 11a-12p :30 DSTV012701DMMH \$200.00 NM 2 2 W 02/01/12 11:58 AM Fox 2 News Midday 11a-12p :30 DSTV012701DMMH \$200.00 NM 3 2 Th 02/02/12 11:09 AM Fox 2 News Midday 11a-12p :30 DSTV012701DMMH \$200.00 NM 4 2 F 02/03/12 11:43 AM Fox 2 News Midday 11a-12p :30 DSTV012701DMMH \$200.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/06/12 02/12/12 1----- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 2 M 02/06/12 11:37 AM Fox 2 News Midday 11a-12p :30 DSTV012701DMMH \$200.00 NM									
6	01/31/12	02/06/12	M-F 5p-530p	5p-530p	-1111--	:30	4	\$575.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 01/30/12 02/05/12 -1111-- 4 \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 2 Tu 01/31/12 5:16 PM M-F 5p-530p 5p-530p :30 DSTV012701DMMH \$575.00 NM 2 2 W 02/01/12 5:27 PM M-F 5p-530p 5p-530p :30 DSTV012701DMMH \$575.00 NM 3 2 Th 02/02/12 5:17 PM M-F 5p-530p 5p-530p :30 DSTV012701DMMH \$575.00 NM 4 2 F 02/03/12 5:30 PM M-F 5p-530p 5p-530p :30 DSTV012701DMMH \$575.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/06/12 02/12/12 1----- 1 \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 2 M 02/06/12 5:23 PM M-F 5p-530p 5p-530p :30 DSTV012701DMMH \$575.00 NM									
7	01/31/12	02/06/12	M-F 530p-6p	530p-6p	-1111--	:30	4	\$575.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 01/30/12 02/05/12 -1111-- 4 \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 2 Tu 01/31/12 5:43 PM M-F 530p-6p 530p-6p :30 DSTV012701DMMH \$575.00 NM 2 2 W 02/01/12 5:50 PM M-F 530p-6p 530p-6p :30 DSTV012701DMMH \$575.00 NM 3 2 Th 02/02/12 5:49 PM M-F 530p-6p 530p-6p :30 DSTV012701DMMH \$575.00 NM 4 2 F 02/03/12 5:53 PM M-F 530p-6p 530p-6p :30 DSTV012701DMMH \$575.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/06/12 02/12/12 1----- 1 \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 2 M 02/06/12 5:57 PM M-F 530p-6p 530p-6p :30 DSTV012701DMMH \$575.00 NM									

Total Spots 23 Gross Total \$7,555.00

## Payment Terms 30 Days

Agency Commission \$1,133.25  
Net Amount Due \$6,421.75

**Thompson Communications, Inc.**

Media Account  
P.O. Box 5/200 W Jefferson  
Marshfield, MO 65706  
(417) 859-5428

FIRST HOME SAVINGS BANK  
80-7320/2815

14742

1/27/2012

PAY TO THE  
ORDER OF

KTVI-TV

\$ \*\*6,421.75

Six Thousand Four Hundred Twenty-One and 75/100

DOLLARS

KTVI  
MICKIE REEVES  
2250 BALL DR  
ST LOUIS, MO 63146

MEMO

SPENCE FOR GOV

⑈014742⑈ ⑈281573204⑈ 000111689900⑈

Thompson Communications Inc

KTVI-TV  
MEDIA-SPENCE

1/27/2012

14742

6,421.75

Thompson Communicati SPENCE FOR GOV

6,421.75

CLIENT INFORMATION SHEET

SPENCE FOR GOVERNOR  
PO BOX 50414  
ST LOUIS, MO 63105

WILLIAM FRAME, TREASURER

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:****Date:**

I, Emily Peck, Patrick Media,  
 being/on behalf of: Spence for Governor, a legally  
 qualified candidate of the Republican political  
 party for the office of: Governor  
 in the Primary  
 election to be held on: August 7, 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		See order			

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

\_\_\_\_\_

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

William Frame Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

***To Be Signed By Candidate or Authorized Committee***

\_\_\_\_\_

Date Signature

Emily Peck

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



**KTVI**  
**2250 Ball Drive**  
**St. Louis, MO 63146**  
**(314)213-2222**

# CONTRACT

<u>Contract / Revision</u> 515200 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 01/31/12 - 02/06/12		<u>Estimate #</u>
<u>Advertiser</u> Spence, David/R/Mo Gov		<u>Original Date / Revision</u> 01/30/12 / 01/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Mickie Reeves	<u>Sales Office</u> St. Louis - KTVI
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Thompson Communications Inc**  
**200 W Jefferson**  
**Marshfield, MO 65706**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	2	01/31/12	02/06/12	M-F 4a-5a	4a-5a		:30			NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/30/12	02/05/12	-1111--				4	\$30.00			
Week:		02/06/12	02/12/12	1-----				1	\$30.00			
N 2	2	01/31/12	02/06/12	Fox 2 News Saturday AM	7a-9a		:30			NM	1	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/30/12	02/05/12	-----1-				1	\$235.00			
Week:		02/06/12	02/12/12	-----				0	\$30.00			
N 3	2	01/31/12	02/06/12	Fox 2 News Saturday AM	7a-9a		:30			NM	1	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/30/12	02/05/12	-----1-				1	\$235.00			
Week:		02/06/12	02/12/12	-----				0	\$30.00			
N 4	2	01/31/12	02/06/12	Fox 2 News Sunday Morning	8a-9a		:30			NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/30/12	02/05/12	-----1				1	\$185.00			
Week:		02/06/12	02/12/12	-----				0	\$30.00			
N 5	2	01/31/12	02/06/12	Fox 2 News Midday	11a-12p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/30/12	02/05/12	-1111--				4	\$200.00			
Week:		02/06/12	02/12/12	1-----				1	\$200.00			
N 6	2	01/31/12	02/06/12	M-F 5p-530p	5p-530p		:30			NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/30/12	02/05/12	-1111--				4	\$575.00			
Week:		02/06/12	02/12/12	1-----				1	\$575.00			
N 7	2	01/31/12	02/06/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/30/12	02/05/12	-1111--				4	\$575.00			
Week:		02/06/12	02/12/12	1-----				1	\$575.00			
<b>Totals</b>											<b>23</b>	<b>\$7,555.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KTVI**  
**2250 Ball Drive**  
**St. Louis, MO 63146**  
**(314)213-2222**

<u>Contract / Revision</u>	<u>Alt Order #</u>
515200 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
01/31/12 - 02/06/12		

<u>Advertiser</u>	<u>Original Date / Revision</u>
Spence, David/R/Mo Gov	01/30/12 / 01/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<hr/>												
<u>Time Period</u>		<u># of Spots</u>		<u>Gross Amount</u>		<u>Net Amount</u>						
01/01/12 - 01/31/12		4		\$1,380.00		\$1,173.00						
02/01/12 - 02/06/12		19		\$6,175.00		\$5,248.75						
<b>Totals</b>		<b>23</b>		<b>\$7,555.00</b>		<b>\$6,421.75</b>						

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Station: KTVI  
 Station Contact: MICKIE REEVES  
 2250 BALL DRIVE  
 ST LOUIS, MO 63146-8502

Cable Name:  
 314-647-2222  
 314-644-7440  
 Secondary Tape Size: 1 IN  
 Primary Tape Size: BETA

Advertiser: SPENCE FOR GOVERNOR

Product:  
 Campaign: Winter TV 2012 1/31 - 2/6  
 ST. LOUIS  
 Campaign Flight Start: 01/31/2012  
 Campaign Flight End: 02/06/2012

Thompson Communications, Inc.  
 P.O. BOX 5  
 200 W. JEFFERSON  
 MARSHFIELD, MO 65706  
 417-859-5428  
 417-468-7577

Buyer Name: WILL THOMPSON  
 Sweeps: Share Nov 2009 -> HUT/PUT Nov 09  
 Revision No.: 0  
 WS Order No.: 20108

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross		Net Percent		Jan 31	Feb 01	Feb 02	Feb 03	Feb 04	Feb 05	Feb 06	Total Spots
				Rate/ Total	Rate/ Total	Rate/ Total	Rate/ Total								
1	MTWRF-- 04:00A-05:00A	EM 30	FOX2NW//FOX 2	\$30.00 \$150.00	\$25.50 \$127.50			1	1	1	1			1	5
2	----S- 07:00A-08:00A	EM 30	FOX 2 NEWS	\$235.00 \$235.00	\$199.75 \$199.75							1			1
3	-----S- 08:00A-09:00A	EM 30	FOX2NWS MORN	\$235.00 \$235.00	\$199.75 \$199.75							1			1
4	-----U 08:00A-09:00A	EM 30	FOX 2 NEWS	\$185.00 \$185.00	\$157.25 \$157.25								1		1
5	MTWRF-- 11:00A-12:00P	EM 30	FOX 2 MIDDAY	\$200.00 \$1,000.00	\$170.00 \$850.00			1	1	1	1			1	5
6	MTWRF-- 05:00P-05:30P	EM 30	NEWS @ 5P	\$575.00 \$2,875.00	\$488.75 \$2,443.75			1	1	1	1			1	5
7	MTWRF-- 05:30P-06:00P	EM 30	NEWS @ 5:30P	\$575.00 \$2,875.00	\$488.75 \$2,443.75			1	1	1	1			1	5
				\$7,555.00	\$6,421.75			4	4	4	4	2	1	4	23

Month Spots  
 4  
 19